

UTAH BUCKS INTERNATIONAL TRAVEL TRENDS

UOT TRAVEL TRADE TEAM

Tracie Cayford	-	Deputy Director
Patti Denny	-	Manager Travel Trade Program
Dominic Brown	-	Travel Trade Specialist
Rebecca Katz	-	Travel Trade Coordinator



WORLDWIDE PEOPLE

“WORK TO LIVE” – not – “LIVE TO WORK”

Daily Mail

Brits Ditch Dining Out To Save for Holiday

Daily Mail January 2009

TRAVEL WEEKLY

Brits Undeterred In Their Thirst For Travel

Travel Weekly January 2009

The Observer

Credit Crunch Fails To Dampen Holiday Spirit

The Observer January 2009

ABTA
The Travel Association

Dreams of Holiday Heat Help Consumers Deal With Cooling Economy

ABTA Holiday Value Report January 2009

The Daily Telegraph

Thomas Cook Confident Consumers Will Still Go On Holiday

Daily Telegraph December 2008

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INTERNATIONAL STATE BUDGETS

<u>STATE</u>	<u>TOTAL BUDGET</u> 2007-2008	<u>INTL BUDGET</u> 2007-2008
CALIFORNIA	\$47,397,582	\$18,100,000 (2009/10)
TEXAS	\$46,621,566	\$ 6,833,329
ARIZONA	\$17,818,031	\$ 2,686,332
COLORADO	\$14,024,288	\$ 1,896,788
NEW MEXICO	\$12,846,221	\$ 643,750
UTAH	\$12,620,000	\$ 471,200
NEVADA	\$12,245,783	\$ 1,521,460
WYOMING	\$ 8,458,574	\$ 415,150
OREGON	\$ 7,103,655	\$ 1,355,000

Source: 2007-2008 Research Report: Survey of U.S. State and Territory Tourism Office Budgets: TIA



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TRADE & MEDIA FAMS FY 2008-2009

- 94 Trade & Media FAMs
- 308 Hosted Travel Professionals
- 268 Articles Generated
- 5 TV Shows - 14 Languages/117 Countries
- Media Value \$8.4 million (July 1 to December 31, 2008)



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FAM SCHEDULE

UTAH OFFICE OF TOURISM FAMILIARIZATION TOURS						
JULY 1, 2008 to JUNE 30, 2009						
DATE	GROUP NAME	MEDIA or TRADE	MARKET	SPONSOR	CONTRIBUTIONS	PAX
21 June - 1 July 2008	Lindsay Sutton SUNDAY MIRROR, LANCASHIRE EVENING POST, MANCHESTER EVENING NEWS The Life & Times of Butch Cassidy	Media International	UK	UOT Amtrak	Avis	1
1-7 July 2008	Nick Boulos LONDON LITE London's original free evening newspaper Neon to Nature Story	Media International	UK	UOT		1
12-18 July 2008	Bob Wang, Chinese Tour Operator Inaugural Yellowstone Tour	Trade International Media International	CHINA	Western Leisure UOT	Rocky Mountain State Partners	20
15-18 July 2008	Akira Tsuchiya BRAVI Upmarket magazine for seniors with Grand Circle Focus	Media International	JAPAN	UOT	Arizona & Colorado	2
21-24 July 2008	Peter Cooksley, Emma Bunning, Julia Bradbury ROUGH GUIDES TV SERIES (Based off highly recognized travel publication, ROUGH GUIDES.) Utah Outdoor Adventures	Media International	UK	UOT	St. George CVB	3
7-11 August 2008	Kendra Strey, Nancy Pearlman, Karen Eakins AAA MAGAZINES Cool Summers in Southern Utah	Media Domestic	US	UOT		3



PRESS CLIPPINGS

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AMERICA

JOURNAL

3/2009, Mai/Juni 26. Jahrgang 12163 ISSN 0939-3382 D € 4,50 A € 4,90 L € 5,30 F € 5,40 CHF 8,00

AMERICA

JOURNAL

SPECIAL

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TENTATIVE TRAVEL TRADE CALENDAR

FY 2009-2010 TENTATIVE UOT MARKETING CALENDAR				
DATE	TRADE SHOW	TARGET MARKET	PARTNER PARTICIPATION	MARKETING OBJECTIVE
August	Los Angeles Sales Mission UOT INTERNATIONAL CONTRACT: Annual Sales Mission targeting West Coast Japanese tour operators, travel agents and media to introduce year-round Utah itineraries, enhance existing itineraries and to train reservation teams.	USA/International		Statewide
9-Sep	Addison Victoria TRAVEL TRADE EVENT: Southern Utah national park and golf products highlighted. UOT's participation provides statewide coverage for Canadian travel agents interested in ski and general sightseeing and special events.	Canada	St. George CVB	Statewide
10-Sep	Addison Vancouver TRAVEL TRADE EVENT	Canada	St. George CVB	Statewide
14-Sep	Addison Edmonton TRAVEL TRADE EVENT	Canada	St. George CVB	Statewide
15-Sep	Addison Calgary TRAVEL TRADE EVENT	Canada	St. George CVB	Statewide
6-Oct	Addison Montreal TRAVEL TRADE EVENT	Canada	St. George CVB	Statewide
8-Oct	Addison Toronto TRAVEL TRADE EVENT	Canada	St. George CVB	Statewide



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UTAH SUCCESS STORIES

PARTNERS SHARE LOCAL TRENDS

Charlie DeLorme

Utah's Canyon Country

Lance Syrett

Ruby's Inn

Joyce Kelly

St. George Area CVB

Patton Murray

Park City Chamber/CVB



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